MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BAE1034 – ENGLISH FOR BUSINESS STUDIES

(Business and Management Faculties)

09 MARCH 2016
9:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SEVEN** printed pages.
2. Answer **ALL** questions in **Sections A, B and C**.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: READING COMPREHENSION [25 MARKS]

Instructions: Read the passage carefully and answer ALL questions that follow.

4 Big Issues Affecting Tomorrow's Workplace

1 Technology has made today's workplace entirely different from the one employees knew just five years ago. But it's not just evolving technological trends like wearable devices and the Internet of Things (IoT) that companies need to account for. Legislative changes around health care and labor laws, as well as the changing generational makeup of the workforce, will also require employers to adjust their strategies going forward.

2 Thanks to nearly ubiquitous mobile devices and Wi-Fi, more and more work is being done outside the traditional office.

"Managers need to know who they're managing," said Matt Poepsel, vice president of product management at business consulting firm PI Worldwide. From an HR perspective, Poepsel said that successfully managing workers who aren't physically there means learning more about the individual employees and freelancers on your staff. 1.

3 "The key to making it all work is having a plan that ensures an efficient and cohesive working relationship that keeps both employees and employers happy," Poepsel told Business News Daily. "For example, our client, Raidious, looked at individual team members' motivational needs and behavioral drives. They then used that insight to assign roles and responsibilities, manage job expectations and drive the team's performance over time."

4 While there's some disagreement as to the exact start year of Generation Z, one thing is certain: 2.

5 There's certainly some overlap between Gen Y and Gen Z, both in age and workplace preferences. But these two groups are not identical, and can't be treated as if they are, said Denise Lage, vice president of channel sales and strategic alliances, Americas at workplace solutions provider Condeco Software.

6 "Unlike millennials, who gravitate to places of work that offer the best happy hours, game nights and on-site gyms, Gen Z-ers look for a workplace that minimizes distractions so they can fully focus on making a difference both in and out of the office," said Lage.

7 Ulrik Bo Larsen, CEO of Falcon Social, employs Gen Z-ers at his enterprise social media management platform, and noted that their technological proficiency is one of this generation's most defining characteristics. While older millennials grew up during the dawn of the digital age, much of Gen Z was born into it, and employers should prepare to use this truly "digital native" generation to *their* fullest potential.

8 "Get them involved in your branding through employee advocacy programs. With Gen Z, you'll soon have a hive of social media experts on staff, so encourage them and benefit from their reach — but they will expect to be involved and activated in return," Larsen said.

9

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[3.] Even many established brands have jumped on the social media bandwagon — they know that connecting with customers and sharing company information via Twitter, Facebook, Instagram and the like are integral parts of their marketing efforts.

10 Where it gets tricky, however, is when employees start using their personal social accounts to post comments about their workplace. The freedom to post also means inviting the possibility of negative comments — and you can't legally stop them.

11 "Employees can have these conversations and we can't and shouldn't stop them from highlighting their engagement with the company," Davis said. "But you can set limits — talk about the appropriate use of social media, who can post on behalf of the company, how often you can access personal accounts during business hours, etc."

12 [4.] Jim Haviland, chief strategy officer of Vox Mobile, said that businesses will no longer be able to ignore the crossover of personal mobile devices into work territory, especially when it comes to wearable tech. Rather than banning such devices from the office, employers will have to create a mature, realistic approach to data security and privacy.

13 "Wearables will open up a new chapter in the privacy debate as they make real-time personal information available to enterprise applications," Haviland said. "Some of this exposure will offer great personal benefit, like worker safety, but the ground rules for use and access are yet to be written or tested legally."

14 Similarly, Davis said that device-related policies should address not only use-case scenarios, but also confidentiality and security. Companies should set guidelines around operations that are important to the business: who owns the device and what happens when it's lost, stolen or compromised.

15 [5.] "You have to get the HR department engaged with the staff and leadership," Bissot said. "In the HR field, professionals tend not to step up to the plate with succession planning, recognition programs, business strategy, etc. HR is beyond paperwork — they're human capital managers."

16 Max Yoder, CEO of online training software company Lesson.ly, noted that while technology does help modern HR professionals do their jobs, *they* need to remember that their job is to first focus on the "human" element of their companies.

17 "Now that a newer generation has jumped on board and requires different types of communication and management, there have been tendencies in human resources and management to fail to adjust," Yoder said. "If HR wants to remain top of mind, they will need to become more valuable than the technology that's preceded them in the last few years."

Adapted from Nicole.F. (2015, April 22). *4 Big Issues Affecting Tomorrow's Workplace.* Retrieved from http://www.businessnewsdaily.com/7930-4-big-issues-affecting-tomorrow-s-workplace.html#sthash.2V94w0jf.dpuf

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Question I (5 marks)
Instructions: Decide which of the sentences (a) – (e) best fits in each of the boxes 1-5 in the passage.

a. Like the millennials that run them, newer companies accept social media as a part of everyday life. [ ]

b. Today, most companies have some kind of BYOD (bring your own device) policy regarding the use of personal tech devices for work purposes. [ ]

c. As companies add freelancers, independent contractors and full-time telecommuters to their workforce, they often find that managing remote workers requires a whole new approach to leadership. [ ]

d. Changing company policies to meet the demands of the modern work environment also means acknowledging that the role of human resources as a whole is shifting to become more strategic and critical to everyday business operations. [ ]

e. The oldest members of the post-millennial group will be off to college and joining the workforce within the next few years, and employers need to be ready for them. [ ]

Question II (5 marks)
Instructions: Find a word in the passage for each of the meanings below.

a.	well integrated	(Paragraph 3)
b.	strongly attracted	(Paragraph 6)
c.	a popular trend that attracts growing support	(Paragraph 9)
d.	the appropriation from another source	(Paragraph 12)
e.	a group of people or things arranged or following in order	(Paragraph 15)

Question III (2 marks)
Instructions: Provide the references for the following pronouns in the passage.

a. *their* (line 38)
b. *they* (line 78)

Continued...

Question IV (5 marks)

Instructions: Complete the sentences by using the correct form of the word in parentheses, which is taken from the passage. As shown in the example, use AFFIXES to form the correct form of the word.

Example: (0) As a New-Age professional, you have to understand that your customers' needs are constantly changing and because of that you need to re-strategise your business or you will lose out and become obsolete. (STRATEGY).

a. In a large bureaucracy, there is often not enough _____ to ensure good service. (ACCOUNT)

b. Our company has built up a great deal of _____ in creating successful web-sites. (EXPERTS)

c. The team members looked at him _____ as if awaiting encouragement from their leader that all would end well. (EXPECT)

d. The expansion of trade was due to the _____ of a ferry route directly to the island. (ESTABLISH)

e. At the end of each accounting period, a business makes _____ to certain accounts to update its records. (ADJUST)

Question V (8 marks)

Instructions: Answer the following questions in complete sentences.

a. State the differences between Gen Y and Gen Z in terms of workplace preferences. (2 marks)

b. What are the positive outcomes of companies engaging in social media sites? (2 marks)

c. What are the issues concerning wearable tech in the workplace? (2 marks)

d. How can the HR department play a better role in catering to the needs of the future workplace? (2 marks)

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SECTION B : LANGUAGE FOCUS [15 MARKS]

Question I – Conditionals (5 marks)

Instructions: As shown in the example, complete the sentences by using the correct form of the conditionals.

Example: (0) You can send your order by fax and receive immediate delivery of the goods.
If you send your order by fax, we will deliver the goods immediately.

1. We did not know more about their culture and negotiating was not easy.
   If we _____.

2. Your conditions are competitive, so we place an order.
   If your _____.

3. We did not deal with the conflicts. We created enemy relationships.
   If we _____.

4. Organizations did not focus on building a high-trust, engaged and collaborative culture. They did not benefit from significantly higher returns on investments.
   Organizations _____.

5. To successfully launch your first product, it takes a lot of careful research, planning and measuring.
   It _____.

Question II – Passive-Active Sentences (5 marks)

Instructions: As shown in the example, change these passive sentences into active ones.

Example: (0) The candidates are being interviewed by the executives in the meeting room.
The executives are interviewing the candidates in the meeting room.

1. After a long debate, the proposal was endorsed by the planning committee.
   _____.

2. All businesses and organizations are dramatically affected by the tens of thousands of years of human psychology and physiology.
   _____.

3. It is believed by the manager that a ceiling must be placed on the budget by the management.
   _____.

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4. The programme had not been adopted by the organization and it had not managed to realize the financial and operational benefits of the change.

_____.

5. As people climb up the management ladder, there is a tendency where listening skills will be lost and verbosity skills will be gained.

_____.

Question III – Phrasal Verbs (5 marks)

Instructions: As shown in the example, complete the sentences by using the correct form of the phrasal verb in the box. You may need to change the tenses.

set for	winkle out	wade through	knuckle under
	fasten onto	seek out	

Example: (0) With major gas projects *set for* completion in 2016, the risk of decline in the resources will accelerate with time.

1. Rather than relying solely on their bosses, Duggan advised employees to _____ additional feedback on their progression from colleagues and professional contacts.

2. The online process not only saves companies money, it also allows them to _____ previously inaccessible talents from across the world.

3. As companies grow and as the market expects blue chip behavior from them, their ability to _____ innovation declines.

4. When a corporate giant that accounts for 25% of sales leans on a tiny supplier for better prices, the only solution is for the supplier to _____.

5. A series of upcoming seminars aims to help winery and vineyard owners _____ these challenges.

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SECTION C: PERSUASIVE WRITING [20 MARKS]

Instructions: Read the description and complete the task below using open punctuation and fully-blocked layout of a formal letter.

Telecommuting has gained popularity among many organizations. It has benefits as well as challenges in implementing it at your workplace. You work as an Assistant Creative Director at Crystaline-Peak Ltd in Kuala Lumpur. The company specializes in advertising and promotion.

Compose a formal letter to convince your Creative Director (boss) to allow you to work from home once a week. You need to include all the other necessary details in the content of the letter to make your message effective.

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